

USIA SURVEY

**Memorandum of Meeting of 11 May 1954
1778 Pennsylvania Avenue, 2:00 to 3:30 P.M.**

Members of Survey: Mr. James Q. Reber, CIA
[REDACTED] CIA
[REDACTED] CIA

USIA: Dr. Franklin Burdette, Chief, ICS
Mr. Richard Humphrey, Deputy Chief, ICS
Mr. Henry Loomis, SA/Dir

1. Mr. Humphrey described the ICS program in terms of institutional, non-institutional and special activities. The institutional category includes all the USIA-operated libraries and the bi-national centers. Non-institutional activity is exemplified by the USIA sponsored Franklin Publishing Corporation which arranges the publication of books in the NEA area without attribution to USIA. The Franklin Publishing Corporation makes an examination of the local area to determine what should be published and what are the facilities for publishing. Another non-institutional activity is the translation program to assist local publishers with their publication of American books in the native language. Special activities include:

- a. Support to foreign universities by either providing or assisting in the provision of material;
- b. Exhibiting American books and magazines;
- c. Conducting elementary programs in music and the arts and a program to further the use of the English language;
- d. Guarantees to American publishers of dollars in exchange for the local currencies earned.

2. Where USIA has liquidated American-operated information centers it has frequently, by contract, arranged to continue the provision of material, provided local publishers or private authorities would guarantee the proper use of the material.

3. Outstanding examples of ICS activity were given as (a) the translation program in Hong Kong; and (b) the Franklin Publishing Corporation activities in Egypt. Mr. Humphrey undertook to provide survey papers written on NEA and South Asian countries by the Franklin Publishing Corporation. With respect to the Hong Kong program Mr. B. Franklin Steiner, officer-in-charge, is available in Washington for interview.

INTELLIGENCE NEEDS:

1. Mr. Humphrey felt that the draft USIA Intelligence Needs paper was adequate from ICS point of view. He stated that any material in paragraph 4 b through f on Media, Research and Analysis could best be produced from ICS point of view, by private industry (the results would be made available to intelligence). The rest of the list, he felt must be provided by intelligence but that, considering priorities, intelligence would be unable to give a complete coverage.

2. Mr. Humphrey stated that intelligence should provide ICS with specific information as to which foreign leaders are susceptible to influence by Marxian books in order that ICS might know whom they should reach with books which counter the Marxian philosophy. This is an example of the major effort of ICS to get the right books to the right readers rather than merely operate a center on the basis of service only to those people who may, by chance, drop in. Mr. Humphrey pointed out that the local staffs who run most of the library activities have little knowledge of such tools as Biographical Intelligence.

3. Messrs. Burdette and Humphrey discussed the question of how to determine whether or not a book should be disseminated to a foreign country. Mr. Humphrey felt this question could nearly always best be answered by the local staff, Mr. Burdette felt that an intelligence analysis of book content was necessary for an evaluation of whether or not such content would be desired by or offensive to a foreign population.